

MELJAC grows by 17% in 2016

The market leader in high-end switches reports a positive result for its activity in 2016 and regains its momentum. The French company achieved a turnover of €7.6M and announced ambitious objectives driven by innovation, the hotel sector and international development.

“2016 was a year that saw renewed growth and 2017 will see investment and a complete overhaul of our website. We are constantly innovating, and create new models everyday thanks to our greatest asset: the ability to make to measure, which represents 35% of our turnover. This is the secret to our success. The passion that each of my 65 colleagues feels for their profession allowed us to maintain our focus during difficult times and the fruit of this can be seen today: our business is in full swing.”

André BOUSQUET, Founding President of MELJAC

“MELJAC has great prospects ahead and we have confidence in the future. That we manufacture in France is a significant aid internationally. While we are the market leader in France, our objective still remains to make the brand a benchmark outside France as well, where there are still many potential markets for our niche activity.”

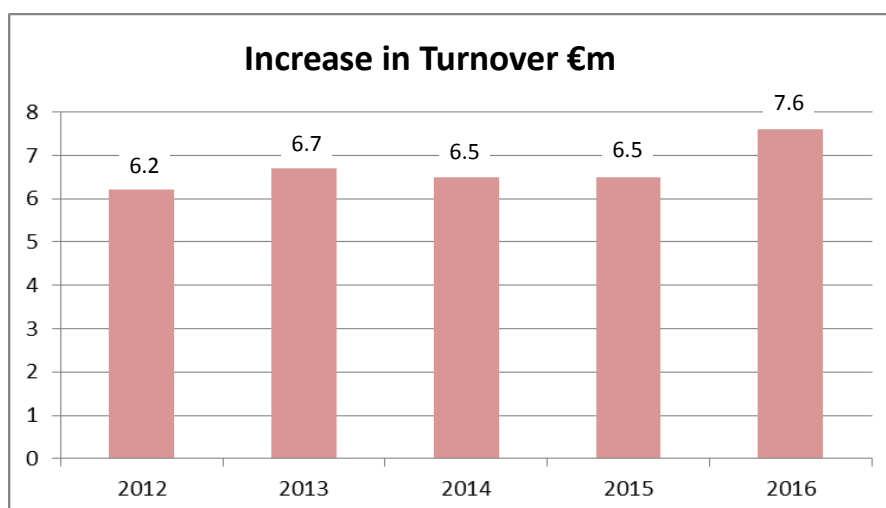
Jean-Michel LAGARDE, Managing Director of MELJAC

■ Resumption of growth

2016 was marked by the resumption of major construction and renovation projects, particularly in the hotel sector. MELJAC's growth is also explained by its international development strategy, with gradual commercial impact, in particular following our introduction to the Anglo-Saxon markets 2 years ago.

The 2016 turnover is therefore €7.6 million (+17%), with an increase of 15% in France (7% increase in orders) and 20% in exports (36% increase in orders).

Our objective is to maintain constant growth and to exceed €8m turnover in 2017. The company aims to achieve an average growth rate of 8 to 10% per year to reach €10m by 2020.



International sales, a major lever

37% of turnover comes from export. In 2016, outside of France (a mature market, where the brand is the market leader), Switzerland, Russia and Italy accounted for the largest international volumes. The brand, now sold in 60 countries, is carried by 23 licenced retailers abroad (and 40 in France).

MELJAC is currently concentrating its commercial development in the markets of the UK (+119% in 2016) and the US (+66% in 2016), which are genuine drivers of growth and for which the new retailers offer good prospects. In 2017, the company will support this initiative by finalising the upgrading of its products to local standards (several years worth of procedures), participating in the Decorex exhibition in London and by launching new models.

The company is exploring the opportunities for further international expansion in growth markets such as Asia and South and Central America.

The objective is to maintain a 2-digit export growth rate.



Innovation, a priority in our development

Innovation remains MELJAC's most important growth factor. So 5% of our turnover is devoted to R&D, with 5 engineers and technicians who design and develop new ideas each year that combine performance and design.

In 2016, MELJAC expanded its range with a mini proximity detector, black chromed buttons and levers, watertight spot lights, and a tactile reading lamp developed in partnership with Jean-Michel Wilmotte.

But it was also the year of the launch of Pyramide, a brass multi-socket, which marked the launch of a product to be complemented by 2 novelties in 2017 (Calypso and "Z"). This innovative range will be presented at the Architect@Work event in September 2017.

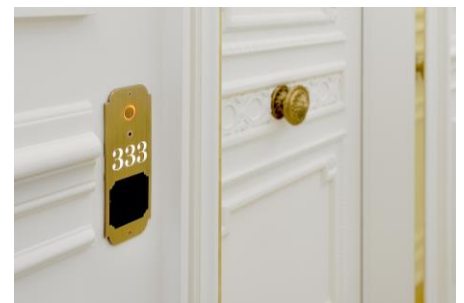
The brand is also focusing on extending its glass Pierrot range, with the creation of a socket, and the addition of new Gold, Sandblasted Cannon Grey and Black Ebony finish to its brass products, that increases the choice to 28 different shades.

Moreover, in order to support the development of its production in 2017, the company has invested €120,000 in a new cutting machine, operational since the beginning of April.

The hotel industry- a growth sector

40% of MELJAC's turnover comes from hotel projects. In 2016, some well-known names called on the brand's skills, such as Le Meurice and the Roch Hôtel & Spa in Paris, the Villa Maïa Hotel in Lyon and the Palazzo Bacchini in Venice. This year the company is attracting new establishments such as the Crillon and the Park Hyatt in Paris, the Nomad in New York and the Four Seasons in Miami, and is responding to other calls for tender.

Its participation for the second year at Equip'Hôtel in 2016 and, for the 3rd consecutive year, at the B2B Hostys Connect networking event (in Berlin in 2017), will strengthen the brand's presence in this sector.



Made in France is at the heart of MELJAC 's values

In 2017 the company will continue its quality labelling initiative by extending the OFG (Origin France Garantie) label to its glass and porcelain models. Its range of brass products and reading lights have already been labelled since 2012. In addition, in December 2016, the EPV (Living Heritage Company) label obtained in 2015 enabled MELJAC to participate in "French Touch" in South Korea - a delegation of 13 companies selected by Bpifrance, as part of the celebrations of the 130th Anniversary of French-Korean diplomatic relations.



About MELJAC

Created in 1995 by André Bousquet, the company designs high-quality electrical equipment using the finest materials. Its innovation and working methods are at the heart of its development, guaranteeing an optimum quality which has allowed it to export its products and become the market leader. The brand is sold in 60 countries, and has 40 authorized dealers in France and 23 abroad.

With about 10 collections, MELJAC offers architects, decorators, electricians and private individuals a large range of options: switches, sockets, table lamps, reading lights, thermostats, home automation systems etc. The brand is also renowned for its made-to-measure creations.

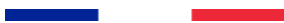
MELJAC has fitted prestigious establishments such as the Palace of Versailles, the Louvre Museum, the Horta Museum in Brussels, and a number of well-known palaces and hotels including the Four Seasons Hotel George V, the Meurice, the Royal Monceau, the Royal Mansour and the Mandarin Oriental in Marrakech, the Intercontinental in Geneva, and the Danieli Hotel in Venice.



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All products are labeled 'Origine France Garantie', MELJAC was the first company in its business sector to obtain the EPV label (Living Heritage Company) in 2015. It has a turnover of €7.6M and 65 employees. www.meljac.fr



MADE IN FRANCE

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